



TRASA NEWS

THREE RIVERS ADVERTISING SPECIALTY ASSOCIATION

MAY 2011

What's Inside

Page 3	Building Together in 2011
Page 4	Golf Outing
Page 6	20th Anniversary Celebration
Page 8	Legislative Watch
Page 9	Business Builder's Breakfast
Page 10	Industry News

Event Calendar

May 12, 2011	Business Builder's Breakfast --- FREE for Members Hosted by Tom Leahy, Ball Pro, and Dave Stoll, Choice Recognition Time: 8:30 to 10 a.m. Location: Panera Bread – Robinson Township
June 5 – 8, 2011	Promotions East Atlantic City, NJ
June 16, 2011	TRASA Golf Outing Lindenwood Golf Course 9 a.m.
September 8, 2011	TRASA Fall Showcase Monroeville Convention Center, Monroeville, PA Hours: 10 to 11 a.m. Members 11 a.m. to 3 p.m. Members and Clients

****See Page 6 for this year's Anniversary Events!****

Thank You 2011 Sponsors

- PPAI Expo Sponsor - PPAI
- Expo Pre-Event Party - Modeme Glass
- Expo Education Sessions – Evans Manufacturing
- Golf Classic Sponsor - Pro Towels Etc.

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TRASA turns 20!

See Page 6 for this year's Anniversary Events!



TRASA becomes a SAGE Affiliate™

TRASA Members Now Receive Discounts on SAGE® Products and Services.

TRASA and SAGE are pleased to announce that TRASA has become a SAGE Affiliate. As a SAGE Affiliate, members of TRASA are entitled to discounts on a variety of SAGE services, including:

- SAGE Online™, the industry's leading product research and business management tool for distributors.
- SAGE Mobile, the first ever mobile research solution for promotional products, suppliers and tradeshow.

CONTINUED ON PAGE 8...

Thank You April Advertisers

Bodek & Rhodes, Digispec, Heritage Sportswear, Promotions East and S & S Activewear

PRESIDENT'S MESSAGE



Celebrating 20 Years!

Where were you 20 years ago? Were you in school? Were you just starting out in this industry? Or, were you already in the business working without the technology that we have today relying pretty much on snail mail? The industry and

the technology we use to do our jobs has grown and changed dramatically and so has TRASA.

Some of you have been members since TRASA was formed. Members such as Tom Weller, MAS, Red Oak Advertising continues to support TRASA today from its very first stages when he served as our first president. Thanks Tom for your endless support and dedication.

I would also like to thank those members who served on TRASA's first committees and who have been faithful to TRASA since its inception in 1991. Thank you Lainey Rosenfield, The Advertising Works; Pat O'Hara, W C Bunting; Tootsie Jones, Jones Associates; Dan Weisberg, Branded Solutions; Kevin Conboy, Conboy Specialty Company; Sophia Houck, Creative Advertising Specialties; and Florinda Chase, Chase Company.

TRASA has become a strong, viable association because of our members. We value your thoughts and opinions and we strive to meet your various networking, educational and industry-related needs.

I hope that you plan to join us for the 20th anniversary events that we have planned for all members and your staff. See page 6 for a complete listing. All of the events planned are intended to be fun networking events with minimal cost to you and your staff. Please mark your calendars NOW and plan to join us as we celebrate TRASA's 20th anniversary.

Happy Selling!

Rebecca McLaughlin, CAS

President

TRASA

2011 Board of Directors Executive Committee

President

Advocate Program & Website

Rebecca McLaughlin, CAS, CPS Keystone Line
Phone: 814-838-6471 * Email: rebeccam@keystoneline.com

Vice President

Fall Showcase Co-Chair

Bonnie Megan, Liberty Sales
Phone: 412-741-3691 * Email: bonniemegan@comcast.net

Secretary

Education Chair, Website & Promotions East Liaison

Kris Fredericks, Moderne Glass, Inc. Co.
Phone: 800-645-5131 * Email: kris@mglass.com

Treasurer

Steve Eckenrode, MB Works, Inc.
Phone: 412-351-1172 * Email: steve@gototheworks.com

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Marketing Chair, Expo Co-Chair, Social Media Contact

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Phone: 412-449-1804 * Email: smcclintock@protowelsetc.com

Social Events Chair

Tom Clouser, MAS, Premier Promotional Solutions
Phone: 724.864.0860 * Email: tom@premierpromosolutions.com

Membership Co-Chair

Stacy Funk
Phone: 740-586-2697 * Email: stacyfunk@yahoo.com

Membership

Lainey Rosenfield, The Advertising Works
Phone: 412-561-7702 * Email: samsonbentley@comcast.net

Past President, Membership Chair, RAC Delegate & Legislative Chair Fall Showcase Co-Chair

George Jackson, George Jackson Promotions, Inc.
Phone: 412-537-4947 * Email: gjpromo07@gmail.com

Executive Director & Newsletter Editor

Patti Ward, Executive Director
3003 Salisbury Court, Mars, PA 16046
Phone: 724-779-3803 * Cell 412-860-0699
Email: patti@trasa.net

Past Board Members

Howard Booth, Proforma Group	Ross Klick, W L Associates
Stan Breckenridge, Moderne Glass	Tom Leahy, Ball Pro/Golf Plus
Guy Cipriano, The Image Group	John McWilliams, Keystone Specialties
Kris Fredericks, Moderne Glass	Pat O'Hara, WC Bunting
Jeff Gibson, Sequel	Ken Rapko, Cronmiller McCormick
Eddie Grimes, Good Advertising Co.	Laura Rudavsky, Dipcraft
Gary Gwynn Jr., Gwynn Advertising	Howard Schwartz, HDS Marketing
Kyle Huffman, Barton Nelson	Dan Weisberg, Branded Solutions



Building Together in 2011

One member at a time, just like building blocks, we are seeing the membership grow.

Thanks to members who are remembering to mention TRASA and the various year-round benefits of membership to prospects.

Since the beginning of the year, two new members joined TRASA thanks to personal invitations extended by current members. Thanks to Lee Pasekoff, Branded Solutions for inviting Laura Eversole, CAS, Insignia Medallion to join and exhibit at the spring show. Also, thanks to Victor Franc, MAS, for inviting distributor Go Higher Promotions to join TRASA.



Remember, it's easy - get a new member, get a \$25 gift card!

All TRASA members are encouraged to invite promotional product distributors, suppliers and multi-line reps who haven't been members before or haven't been current members for at least two years to join TRASA. If you know of someone and you aren't sure if they are a member call Patti Ward at 724-779-3803 and she can check for you.

Why is TRASA doing this? We know that there are promotional products professionals in western PA and WV who are not TRASA members and we want to reach out to them and welcome them to join in 2011.



June 5-8, 2011 exhibits June 7-8

Promotions East

**Are you planning to go to Promotions East
June 6 – 8? Now is the time to register!
Go to www.promotionseast.org!**

New this year, as a TRASA member, you will be entitled to some extra PERKS and be considered a VIP if you pre-registered by May 1. VIP passes will be mailed May 23 to your office and NOT issued/replaced at the show.

SHOW HIGHLIGHTS:

Participate in the PE Trivia Contest and enter to win an overnight stay at a PE hotel and a ticket to the Tropical Fantasy Reception at the Rainforest Café on June 6 and the Pool After Dark Party at Harrah's on June 7. Check the TRASA website for details about the Trivia Contest.

Monday, June 6

- Education Sessions throughout the day --- check the website at www.promotionseast.org for the schedule.
- VIP preview area of the Top Selling Products Pavilion on the third level near the education classrooms for attendees with VIP passes.
- Tropical Fantasy Reception at the Rainforest Café on the Boardwalk at Trump Plaza. \$25 per person in advance. 7 to 9 p.m. Pre-register online at www.promotionseast.org. This party often sells out. Don't hesitate. Register today.

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Tuesday, June 7

- TRASA gas cards! The first 30 TRASA distributor members to stop by on the first day of the show and check in with Patti Ward at the TRASA booth on the show floor will receive a \$25 gas card.
- Fashion-EAST-A Lunch & Learn. PE Fashion Show & Lunch Program, 12 to 2 p.m., Room 201. \$25 per person if registered in advance. Earn 1.5 CAS pts. Register at www.promotionseast.org.
- SPLASH! Party After Dark at Harrah's, 7 to 10 p.m. \$25 per person if registered in advance. Register at www.promotionseast.org.
- PE After Dark Party at Eden Lounge at Harrah's, 9 p.m. to 1 a.m., complimentary tickets may be obtained during show hours from event sponsors. Check the Promotions East website, Events Schedule, for the list of sponsors.

Tuesday, June 7 & Wednesday, June 8

- VIP pass holders can enter the show floor 30 minutes early each day of the show. VIP entry is 9 a.m. on show days June 7 & 8 via the VIP Entrance Hall B (Hall C is the main entrance).
- At the RAC (Regional Association Council) Booth on the show floor, there will be a drawing for people with a VIP pass! Enter the drawing for the 2012 Promotions East Show. The prize includes a two-night hotel stay at the 2012 PE show and also your 2012 TRASA dues. Simply show your VIP pass and complete an entry form.
- Hospitality Room – Want a quiet place to use your phone or take a break? TRASA and MAPPA are sharing a break room at the show. Stop in room 306 for some R & R during the show. No food or beverage will be provided.
- In the next couple of weeks all TRASA distributor members will receive a Promotions East postcard that you will need to bring to the show for a chance to win ONE of 500 prizes. There will be IPADS, IPAD cases and many other prizes. Postcards will not be issued at the show. You must bring the card sent to you. Look for it in the mail later this month.

This year, we are working diligently as a team with the other four regional associations who help organize the Promotions East show. We are all encouraging our members to register early to ensure that you fully benefit from all of aspects of the show --- such as VIP benefits, potential to win prizes, opportunities to register for classes, opportunities to volunteer, etc. If you would like to carpool with another member or need a buddy to share hotel room expenses, please let me know and I will try to assist you.

We are seeking volunteers to assist a variety of small tasks. Please let me know if you have 1 or 2 hours to support our TRASA efforts at Promotions East on education day, at the fashion show, or during show hours.

6th Annual **TRASA** Golf Classic



Sponsored by:



Event Date: June 16, 2011
 Location: Lindenwood Golf Course
 Registration & Breakfast: 8:00am - 8:50am
 Shot Gun Start: 9:00am SHARP!
 Cost: \$89 per player
 Co-Chairs: Peter Hawk, CAS, ASAP Promotions
 George Jackson, George Jackson Promotions

There will be 1st and 2nd place winners for Scramble. Also, we will have 2 separate optional skins tournaments as well so chances of winning should go up.

Wanted: Golf Sponsors -- Hole Sponsors are only \$50 each
 If you are interested in hole sponsorships please call Patti Ward, 724-779-3803 or email Patti@trasa.net



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20th Anniversary Calendar of Events

June						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Sunday, JUNE 19, 2011

2011 Man Up Father's Day 5/10k Race and Walk for Prostate Cancer - <http://fathersday5k.com/> \$28 a person to register Register on line at www.fathersday5k.com by 5/26/2011 and then email Stephanie- smcclintock@protowelsetc.com to add your name to the TRASA team roster



July						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Thursday, JULY 14, 2011

Jerome Bettis Grille 36 Happy Hour 5 to 7 p.m. Members come and enjoy a drink and appetizers on TRASA. RSVP online at: www.trasa.net



August						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Saturday, AUGUST 20, 2011

Pirate Game 7:05 p.m. vs. Reds Tailgate Party 5 – 6:30 p.m. Fireworks Night/Free Pirate cap Cost per person: \$18 RSVP online at: www.trasa.net



September						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Wednesday, SEPTEMBER 7, 2011

Roaring 20s Party Double Tree Hotel, Monroeville night before the fall show Prizes for Best Dressed

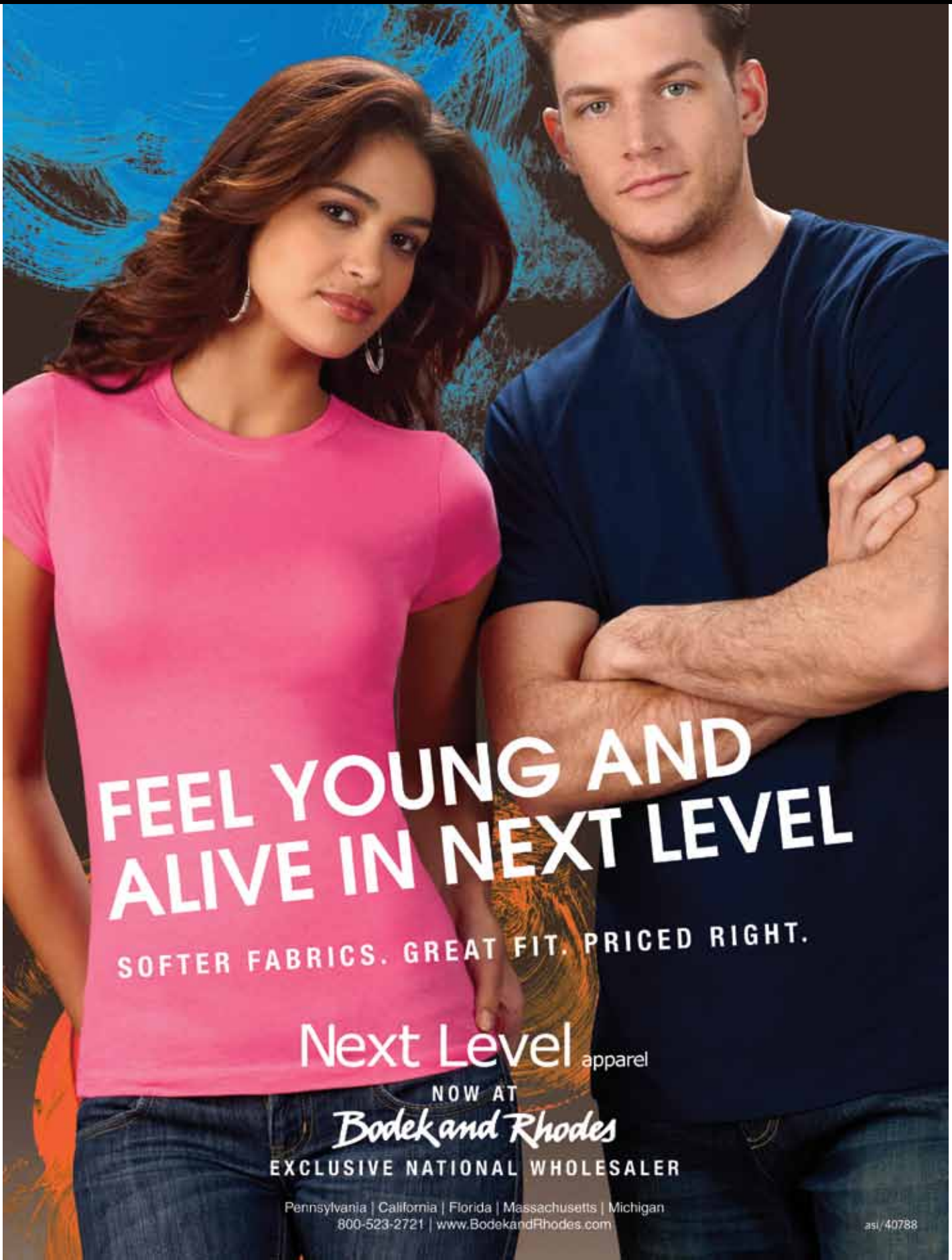


October						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Thursday, OCTOBER 20, 2011

Hofbräuhaus Pittsburgh Annual Member Party/Okttoberfest Happy Hour 6 to 8 p.m. Members come and enjoy a drink and appetizers on TRASA. Live Band, Prizes and Giveaways RSVP online at: www.trasa.net





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TRASA becomes a **SAGE** Affiliate™

...CONTINUED FROM PAGE 1

- SAGE WebExpress Pro™, a dynamic user-customizable website offering a turn-key, modern web presence.
- SAGE WebStore™, a complete product research module for distributor websites to provide end-user research capabilities and e-commerce.
- SAGE Company Store, a fully-customizable turn-key company store module for distributors to provide modern online storefronts for their customers.

Current SAGE subscribers may contact SAGE to apply the TRASA discount to their current subscriptions effective as of the next renewal. TRASA members who add SAGE services can obtain the discount by noting TRASA membership on the application.

In addition to discounts on SAGE services, SAGE will also provide TRASA members with a variety of services as part of the relationship, including an association website and access to SAGE's marketing resources.

David Natinsky, president of SAGE, said, "We're excited to be working with TRASA and we're looking forward to providing their members with great discounts on SAGE services as another valuable benefit of TRASA membership."

Patti Ward, Executive Director of TRASA, said, "This is a really valuable benefit for our members and we're hoping that they will all take advantage of it. We're also excited about being able to use SAGE's marketing resources and other association benefits to help grow and strengthen the association."

Natinsky continued, "SAGE is a huge supporter of regional associations and the SAGE Affiliate Program is one way we can show our support for TRASA and all of the industry's other regional associations."

SAGE®, based in Carrollton, Texas, is the leading provider of information, business management, and marketing solutions to the promotional products industry. In part, SAGE provides product research tools, websites, e-commerce solutions, end user catalogs, artwork services, payment processing services, lead retrieval software, traveling tradeshow and tradeshow management services. For more information on SAGE, please visit www.sageworld.com or call 800.925.7243.

Legislative Watch

PPAI L.E.A.D.

PPAI's second annual Legislative Education & Action Day, held March 30-31, 2011, provided industry professionals an opportunity to visit Washington, D.C., meet their legislators and discuss issues important to them. PPAI brought business leaders from around the country together in Washington, D.C., to educate their elected officials about the promotional products industry and how it will be affected by pending legislation.

This year, it brought 55 PPAI volunteer leaders, staff and representatives to the U.S. capitol. Together, they represented 26 states and 21 regional associations, and set 120 meetings with their legislators.



George Jackson, TRASA Legislative Chair, Anthony Stover, MAS, Promo Marketing, and Art Bustard, distributor from eastern PA.



L.E.A.D. volunteers who visited Washington, D.C.



PA Senator Pat Toomey, George Jackson, TRASA Legislative Chair, and Art Bustard, distributor from eastern PA.



Thanks!

Mike Valentini,
MVP Promotions,
for a super
breakfast meeting
on April 7!



Join us on May 12th

Business Builder's Breakfast

FREE for Members

Hosted by Tom Leahy, Ball Pro, &
Dave Stoll, Choice Recognition

Time: 8:30 to 10 a.m.

Location: Panera Bread – Robinson Township

SPECIAL EVENTS WILL YOURS BE:

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WANTED: SPONSORS

We are seeking sponsors for the following events:

- Golf Classic Hole Sponsors – June 16 - \$50 per hole
- Pirate Game Tailgate Party Sponsor – August 20 - \$100
- Fall Showcase Roaring 20s Party Sponsor – Sept. 7 - \$300
- Fall Showcase Show Sponsor – Sept. 8 - \$500
- Annual Member Party/Oktoberfest at Hofbrauhaus Pittsburgh – October 20 - \$250

If you are unable to sponsor one of the events noted above, please consider donating prizes.

Contact Patti Ward at 724-779-3803

or email: patti@trasa.net

Thank You Sponsors

TRASA Expo - PPAI

Pre-Event - Moderne Glass

Education - Evans Manufacturing
TRASA Golf Classic - Pro Towels Etc.

INDUSTRY NEWS

· Leed's, Bullet, JournalBooks and, now, Trimark Sportwear Group. This is the latest acquisition of **Polyconcept North America** - the purchase of Canada's leading apparel supplier from Weston Presidio, a private equity firm, which held majority interest of the company for more than 10 years.

"We had been looking at the apparel market for at least three to four years," says David Nicholson, president of Polyconcept North America. "It's obviously a significant category in the promotional products industry and apparel has been a part of our global business in Europe and other markets. We now wanted to enter the apparel market in North America, and had worked with TriMark in the past. TriMark is a different business model than other larger apparel suppliers. They design and manufacture all the apparel themselves. Plus they are very innovative and their apparel has a great retail look, similar to the products in our Leed's brand, but in the apparel space."

· **SanMar® Corporation**, hired 17-year merchandising veteran **Rhea Aslin** to lead their District Threads® brand. Launched in 2005, District Threads offers modern and fashion-forward apparel targeted towards the junior and young men's markets. "Like District Threads, Rhea has her finger on the pulse of the juniors and young men's market. She brings a unique perspective of the world that this customer inhabits and excels at identifying the trends that dominate this demographic," says Jeremy Lott, SanMar Vice President. "We are delighted to have Rhea join the SanMar team."

· **Jennifer Reissaus, MAS, Advertising Specialties Alliance**, is a speaker at the Small Business Development Center at Duquesne University. Jennifer is one of the featured speakers for this year's Entrepreneur's Growth Conference, where she will share her expertise in helping professionals improve their productivity, organization, client collaboration and marketing with Free Tech Tools on the internet. Jennifer is also one of 13 PPAI Speakers who is available to speak to regional associations regarding her expertise with "Free Tech Tools [X]posed". Thank you Jennifer for sharing your expertise!

· **Noteworthy** is pleased to announce the addition of **Mark Goldring** as Vice President of National Accounts. Having over 20 years of sales experience in promotional products, Mark's expertise will open new doors for Noteworthy and its distributors. "Mark is hard working, smart and the most knowledgeable sales manager I know in our industry. We're thrilled to have him on our team." stated Chad Majewski, VP of Sales.



· **G. Stephen Slagle, CAE**, president and CEO of Promotional Products Association International, announced his intention to retire after a 15-year tenure with the association and a 32-year career in association management. He will retire in January 2012.

Slagle came to PPAI as president and chief executive officer in 1996. He was chosen by the PPAI Board of Directors following the retirement of H. Ted Olson, who had served as executive director from 1979 to 1996. Prior to joining PPAI, he had served as executive director of the National Association for Campus Activities (NACA) in Columbia, South Carolina, for 13 years. Slagle's history includes serving as an account executive for an advertising and public relations firm, general manager of a direct marketing company, commercial printing company account executive, and retail merchandising associate. He earned the designation of Certified Association Executive (CAE) from the American Society of Association Executives in 1991.

"While my retirement opens up a host of wonderful opportunities, some of which I've not even thought about, I will miss PPAI, our staff, our volunteers, our members and hundreds of friends and colleagues I've met through the years," says Slagle. "I am extremely gratified and thankful to have been PPAI's president for the past 15 years, and working here has been an incredible career experience. PPAI is in a great place, is healthy and well positioned to achieve much success in the coming years. I'm confident 2011 will prove to be an incredible year for PPAI, and my retiring will in no way diminish our Association's future success."



**Save the Dates
for TRASA's
20th Anniversary
Events**

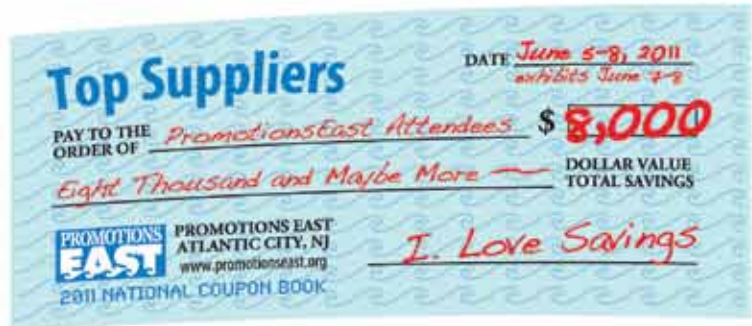
TRASA asks a simple question...

Can You Afford NOT To Attend?

Here are 8,000 Reasons You Should



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6 NETWORKING EVENTS - Something for Everyone!

SPLASH! at The Pool at Harrah's
PE AFTER DARK PARTY at the Eden Lounge at Harrah's
TROPICAL FANTASY RECEPTION at the Rainforest Cafe at Trump Plaza
PROMOTIONS EAST 5K RUN on the Atlantic City Boardwalk
FASHION-EAST-A LUNCHEON at the AC Convention Center
GOLF OUTING at the Renault Golf Club



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